

374785 Buy Detail Report

Revision #: Date: 8/11/13
5:00 PM

Account: Adelstein/Liston **Estimate:** 3687
Product: TV **Description:** A Whole Lot Of People for John Morse TV 8/6-8/11
Flight Start Date: 8/5/2013 05:00 AM
Flight End Date: 8/11/2013 04:59 AM
Primary Demo: Adults 35+ **Survey:** Nov09 DMA Nielsen
Rate between spots: 30 **Buyer:** Barb Obrzut

Comments: SCHEDULE TO RUN WED 8/7 TO SUN 8/11

Daypart Program	Daypart Code	STN Gross	Dur	Wks 8/5	Total Spots	Adults 35+ Rtg/CPP
M-TV						
MTuWThF 7:00a- 9:00a	EM-60	\$150.00	60	1	1	2.0
FOX21 MORNING NEWS						\$75.00
MTuWThF 5:30p- 6:00p	EF	\$250.00	30	2	2	2.0
BIG BANG THEORY						\$125.00
MTuWThF 6:00p- 6:30p	EF	\$350.00	30	1	1	4.0
BIG BANG THEORY						\$87.50
MTuWThF 6:00p- 6:30p	EF-60	\$700.00	60	1	1	4.0
BIG BANG THEORY						\$175.00
MTuWThF 6:30p- 7:00p	EN	\$250.00	30	3	3	2.0
FOX21 NWS@630						\$125.00
MTuWThF 9:00p-10:00p	LN	\$350.00	30	2	2	2.0
FOX21 NEWS @ 9						\$175.00
Total Spots: 10					10	
Total GRP/GIMP(000): 24.0						24.0
Total CPP/CPM:						\$131.25
Total Cost:		\$3,150.00			10	